

TREASURY NEWS



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D'ARCY-MACMANUS SELECTED TO DEVELOP MARKETING PLAN FOR OLYMPIC COINS

Angela M. (Bay) Buchanan, Treasurer of the United States, and Donna Pope, Director of the Mint, today announced the selection of D'Arcy-MacManus & Masius, Inc., an advertising agency in New York City, to develop a comprehensive marketing strategy for the domestic sale of 1983 and 1984 Olympic Commemorative Coins.

The Olympic Coin Marketing Program will be developed by D'Arcy in conjunction with its subsidiary, Poppe-Tyson, Inc. D'Arcy & MacManus & Masius, Inc., the eleventh largest advertising agency in the world, has 55 offices in 26 countries and is privately held. The agency registered 1981 worldwide billings in excess of one billion dollars.

The Olympic Coin Marketing Plan will address:

- Advertising considered most effective for successful marketing of the coins.
- Means by which maximum public awareness and acceptance of the coins can best be achieved.
- Assessment of the types of distribution networks that will be cost effective in selling the coins to the public.
- The types of packaging that will maximize public acceptance, be durable and easy to use, at the minimum possible cost.

Under the terms of the Treasury contract, D'Arcy is required to present a plan within 90 days for domestic sale of Olympic Coins, according to Buchanan. Minting of up to 50 million silver and 2 million gold coins (the first gold coins to be minted in some 50 years), is authorized under the Olympic Commemorative Coin Act (P.L. 97-220), signed into law on July 22, 1982.

Sale of the coins is designed to provide needed revenue for the United States Olympic Committee (USOC) and the Los Angeles Olympic Organizing Committee (LAOOC). The USOC is responsible for training Olympic athletes and Los Angeles is the site of the 1984 summer games. The Olympic Commemorative Coin Bill provides that a surcharge of not less than \$10 per silver coin and \$50 per gold coin be divided evenly between the USOC and the LAOOC.

Orders for the coins are being accepted. The 1983 silver coin will be struck early next year, and the 1984 silver and gold coins will be minted in early 1984. Buyers have the option of purchasing all three coins, the two silver coins, or the 1983 silver coin only. Prices are \$352 for the three coin set, \$48 for the two silver coins, and \$24.95 for the 1983 silver coin.

The Mint expects to accept orders at these prices until December 15, 1982. However, in the event that a significant increase in bullion prices should occur, the Mint reserves the right to discontinue order acceptance after December 15. Once orders are accepted, however, they will not be cancelled due to changes in bullion prices.

Order forms are available from all Bureau of the Mint offices. Orders, with accompanying check or money order, should be sent to:

Bureau of the Mint
55 Mint Street
San Francisco, California 94175
